

Please replace the paragraph beginning at page 12, line 21, with the following rewritten paragraph:

u2<sup>s</sup> --See U.S. Patent Application number 09/653,888, entitled BUSINESS METHOD FOR VISUALLY ANALYZING CLICKSTREAM DATA WITH A PARALLEL COORDINATE SYSTEM, filed on the same day as this application, to Juhnyoung Lee et al., which is herein incorporated by reference in its entirety.--

IN THE CLAIMS:

Please amend the claims as indicated below. A version of the claims that has been marked to show all changes is included as an Appendix.

gob c1  
1. (Amended) A computer system for providing one or more visualizations to one or more users, the system comprising:

one or more central processing units, one or more memories, and one or more network interfaces to one or more networks;

a3  
a sessionization process that receives one or more Web server logs from one or more online stores, and generates one session table for each session found from requests recorded in Web server logs;

a shopping step finder process that receives one or more session tables, and generates one micro-conversion table for each given session table, each micro-conversion table comprising one or more shopping steps; and

a visualization process that receives one or more micro-conversion tables, and generates one or more micro-conversion visualizations of shopping steps from one or more of the micro-conversion tables.

25  
2. (Unamended) A system, as in claim 1, where the Web server log includes one or more Web page request records.

a4  
30 3. (Amended) A system, as in claim 2, where the Web page request record comprises a timestamp that is the system-generated time when the request is made, a user identification that is a unique number identifying the user who made the request, a

a4 session identification that is a unique number identifying the session which made the request, a referrer that is the Web page the session sees immediately before making this request, a current page that is the Web page requested, and a group of hyperlinks that is contained in the current page.

5

4. (Amended) A system, as in claim 1, where the session table includes one or more Web page request records with all the session identification values in a session table being the same.

10

5. (Amended) A system, as in claim 1, where each micro-conversion table further comprises product entries for each shopping step.

15

a5 7. (Amended) A system, as in claim 5, where the product or service entry comprises a product or service identification that is a unique number identifying the product or service, and a timestamp when the corresponding shopping activity happens.

20

ab 9. (Amended) A system, as in claim 8, where the traditional parallel coordinate system is a parallel coordinate system comprising a series of parallel lines that are placed equidistantly, each parallel line being assigned a specific dependent variable and dependent variable values being plotted along the respective axis, and an independent variable that is represented by polygonal lines connecting the corresponding dependent variable values and illustrating a relationship between an independent variable and the dependent variables appearing on each axis.

25

am 17. (Amended) A system, as in claim 15, where the categorizer includes one or more of the following: the referrer Web sites of sessions, the Internet Service Providers of sessions, the lengths of sessions, the methods used to find product or service information by sessions, the geographic regions where sessions come from, the ages, sex, education levels, and income levels of the owners of sessions, the sales history of the owners of sessions, the Web page patterns accessed by sessions or by the owners of sessions, either or not ordered by session, or by time.

30

19. (Amended) A method for visually analyzing clickstream data comprising the steps of:

receiving one or more Web server logs from one or more online stores'

20 Web server systems;

generating one or more session tables from the one or more Web server logs;

generating one or more micro-conversion tables from the generated one or more session tables, each micro-conversion table comprising one or more shopping steps;

10 generating one or more micro-conversion visualizations of shopping steps from one or more of the micro-conversion tables; and

interactively generating one or more variations of the generated micro-conversion visualizations upon interactive requests from one or more users.

20. (Amended) A computer system for visually analyzing clickstream data comprising:

means for receiving one or more Web server logs from one or more online stores' Web server systems;

means for generating one or more session tables from the one or more

20 Web server logs;

means for generating one or more micro-conversion tables from the one or more generated session tables, each micro-conversion table comprising one or more shopping steps;

25 means for generating one or more micro-conversion visualizations of shopping steps from one or more of the generated micro-conversion tables; and

means for interactively generating one or more variations of the generated micro-conversion visualizations upon interactive requests from one or more users.